

REMARKS

Summary

Claims 1-16 were pending. In the present Office Action, Claims 1-4, 10-14 and 16 have been allowed; Claims 5 and 15 have been rejected and Claims 6-9 have been objected to. The Applicant has carefully considered the new reference and the reasons for rejection advanced by the Examiner and respectfully traverses the rejections in view of the discussion presented below.

Claim Objections

Claims 6-9 were objected to as being dependent on a rejected base claim, but the Examiner indicated that they would be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims. In view of the discussion below, the Applicants respectfully submit that the base claim is allowable, and that Claims 6-9 are thus allowable in their present form as dependent claims.

Claim Rejections

35 U.S.C. § 103 (a)

Claims 5 and 15 were rejected under 35 U.S.C. § 103(a) as being unpatentable over Kamaguchi et al. (US 5,539,425; "Kamaguchi"). The Applicants respectfully submit that any motivation to modify the teachings of the single reference that the Examiner may find arises solely from the arrangement disclosed by the Applicants' specification and that the Examiner has not made out a *prima facie* case of obviousness with respect to independent Claim 5. The Applicants respectfully submit that Claim 15 is also independently patentable over the cited reference.

In citing a single reference in support of a rejection under 35 U.S.C. § 103(a), the Examiner acknowledges that the reference itself does not teach or suggest all of the elements of Claim 5. To support the extension of the teachings of Kamaguchi to the present invention, the Examiner points to a "so-called high video signal coordinating

receiver". Accepting, *arguendo*, that the "so-called high video signal coordinating receiver" is equivalent to HDTV as is known in the art, the Applicants respectfully suggest that any teaching in Kamaguchi actually teaches away from the arrangement in Claim 5.

Claim 5 recites:

A method of displaying an image comprising:
adjusting a first black level of digital image data such that the first black level of the digital image data is different from a second black level of blank data; and
displaying the digital image data in an image display area and the blank data in a blank area of a display screen.

The arrangement of Claim 5 adjusts the black level of the digital image data such that its black level is different from the black level of the blank data area in which blank data is displayed. There are two separate display areas; the image display area in which digital image data is displayed, and the blank data area in which blank data is displayed. The black levels of each of the areas can be set or adjusted independently of each other.

Kamaguchi, on the other hand, teaches an apparatus wherein the black level of the image data is sensed and the black level associated with the image data is set equal to the black level of the blank area. As taught by Kamaguchi, "the black level of a video signal is lowered to a predetermined level covering an overall display screen, thereby avoiding effectively a probability that a boundary of a second display screen and an extra area outward of the second display screen is sensed visually." (column 6, lines 45-49). Similar statements can be found elsewhere in the teachings, viz.: "preventing the border between the cinema size area ARNX and the black margin area ARBX from being noticeable when the darkest signal level in the cinema size area ARNX and the black margin area ARBX are equal". (column 6, lines 26-29). This proposition is also stated with respect to formats for the display of television images. As such, Kamaguchi teaches that the black levels of the two display areas are to be made

equal as displayed, a teaching that is diametrically opposed to that of Claim 5 where the black levels are stated to be different.

The Examiner states at page 3, lines 1-2 of the Office Action that "[t]he prior art does not explicitly teach[es] the first black level of digital image data." On the contrary, as stated above, the prior art cited does teach that each of the areas of the display has a black level, and that the two black levels are set equal to each other. This is the purpose of the electronic circuit illustrated in Fig. 1 of Kamaguchi. It would therefore not be at all obvious to one skilled in the art at the time that the invention was made, to change the black level video signal such that it was different from the black level of the blank area, when Kamaguchi explicitly teaches the contrary.

The Examiner also suggests that the blank area (black-framed area) is used for the display of "blank data". There is nothing in Kamaguchi that suggests that data is displayed in the blank area. The only property of the black framed area in Kamaguchi is that it displays a black level. The distinction between the ability to display blank data in a blank data area having a black level different from that of the image display area is not taught or suggested by Kamaguchi, and the examiner has not advanced any suggestion that this would be the case.

For at least these reasons, the Applicants submit that the Examiner has not set forth a *prima facia* case of obviousness.

Claim 15 is independently allowable. The Examiner asserts that Fig. 3A of Kamaguchi shows that the "aspect ratio is divided by a line whi[ch] is obvious[ly] made of pixel[s] to differentiate the two aspect ratios on the same screen." This figure is described at column 4, lines 5-6 and does not describe such a situation. Nothing in Kamaguchi teaches or suggests that a boundary be created between two areas of the display with a column of pixels as in the arrangement of Claim 15. The Examiner provides no support for this interpretation. Moreover, without drawing lines to indicate the boundary between two areas in a figure, there would be no showing of two areas. There is nothing in this reference to support the Examiner's position that the drawing

lines correspond to pixels. The drawing lines do not correspond to pixels unless the reference teaches or suggests such a correspondence, and it does not.

Therefore Claim 15 is independently allowable. It is also allowable as a claim dependent on allowable Claim 5.

Conclusion

Claims 1-16 were pending. Claims 1-4, 10-14 and 16 have been allowed; Claims 5 and 15 have been rejected and Claims 6-9 have been objected to.

In view of the arguments presented the Applicants respectfully request that the rejection of Claims 5 and 15 be withdrawn, rendering the objections to Claims 6-9 moot, and that a timely notice of allowance issue.

In the event that the Examiner intends to maintain the rejections, the Applicants respectfully request an in person interview to consider the merits of the application.

Respectfully submitted,

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